

Office of Councilmember Rose Herrera

*For Immediate Release*  
*April 29, 2011*

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## **Ocala Center Façade Improvements Complete**

*Ribbon Cutting in Gang Hot Spot to Celebrate Project's Completion*

**San José, CA**— San José Councilmember Rose Herrera is pleased to announce a ribbon cutting event on Saturday, April 30, 2011 at 10:30 a.m. to celebrate the completion of the façade improvements at Ocala Center, Pop's Market. A true partnership, the façade improvements were advocated by Councilmember Rose Herrera, managed by the City of San José's Redevelopment Agency, and completed by the Ocala Center owner. The shopping center received two grants for façade improvements.

"The investment in Pop's Market is an investment in the Center, our future, and ending gang activity in and around this shopping center," said District 8 Councilmember Rose Herrera. "This part of San José is working hard to fight crime and I'm thrilled to support their efforts and partner with this property owner."

The Ocala Market received two grants totaling \$80,000 which includes a \$63,000 base grant, a \$10,000 cash match with the landlord, and \$7,000 for contingencies. With the help of concerned residents bringing the need for façade improvements to the City's attention, Councilmember Rose Herrera successfully worked to keep Ocala Market a priority. The City of San José's Redevelopment Agency collaborated with the owner on the façade improvement grant application process. Improvements include power washing, painting, new signage, safer area lighting, and landscaping work.

Created in 1987, the Facade Improvement Program (FIP) provides assistance to business and property owners within the Neighborhood Business Districts, Strong Neighborhoods Initiative commercial areas, and Downtown San José.

Exterior facade improvements can increase business exposure and pedestrian traffic, and enliven older, commercial districts. From 1987 to 2008, the Agency has invested a total of \$20.2 million in more than 600 buildings/businesses in Downtown, Neighborhood Business Districts, and Strong Neighborhoods Initiative Commercial Areas.

**Event:** Ribbon Cutting Event  
**When:** Saturday, April 30, 2011, 10:30 a.m.  
**Where:** 1718 Ocala Avenue, San José, CA 95122  
**Featured Speaker:** Councilmember Rose Herrera, District 8

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